

IN THE CLAIMS**1. – 2. (canceled)**

3. (previously presented) A method of reducing power consumption of a portable terminal equipped with a display unit to which power is supplied from a DC/DC converter, the method comprising the steps of:

monitoring the display unit to see whether the display unit is in a display color number limiting mode or not;

determining a switching clock frequency of the DC/DC converter to maintain an efficiency of the DC/DC converter at an optimum level in the display color number limiting mode; and

switching the frequency to the determined switching clock frequency, and operating the DC/DC converter at this frequency.

4. (previously presented) A method of reducing power consumption of a portable terminal equipped with a display unit to which power is supplied from a DC/DC converter, the method comprising the steps of:

monitoring the display unit to see whether the display unit is in a partial display mode or not;

determining a switching clock frequency of the DC/DC converter to maintain an efficiency of the DC/DC converter at an optimum level in the predetermined low-power consumption mode; and

switching the frequency to the determined switching clock frequency, and operating the DC/DC converter in this frequency.

5. (canceled)

6. (currently amended) The portable terminal method according to claim [[2]] 3, wherein the display unit is an LCD display unit.

7. (new) The method according to claim 4, wherein the display unit is an LCD display unit.